

# **A Study on the effectiveness of ERP software Marketing strategy with reference to wins soft innovation private limited.**

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## **ABSTRACT**

*A Study on the effectiveness of ERP software Marketing strategy with reference to wins soft innovation private limited. This study emphasis various stages of customer journey like awareness, conservation, purchasing and Retention Stage. The primary method of data collection used for this study with 700 peoples. Correlation analysis method is taken to find out the Inter connection between the variable. Regression analysis method is taken to find out Impact between the variables. Chi-Square and Enova analysis are used to find the relationship between the variable. Weighted average is used to find out the respondent's behavior. The main objective of the study is to understand the customer emotions and remarkable touchpoints of the customers. Through this study we were able to gain a better understanding of how customers completely different activities and how they influence and perceive each pain point. This study helps the company in different ways when it comes to improving and optimizing the customer experience.*

**Keywords:** *custmor relationship, Chi-square test, Weighted Average, ANOVA.*

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Date of Submission: 29-05-2022

Date of acceptance: 10-06-2022

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## **I. INTRODUCTION**

In addition to consumers' personal preferences and needs, there are psychological and sociological effects that influence the consumers' purchasing decisions. Consumers may purchase a product in order to achieve a social status or to belong to a group. They can make a purchasing decision based on their past experiences or they can communicate with their environment and learn from other consumers.

Consumers are connected in numerous ways that were not available before. Internet plays a vital role by connecting consumers through social networking sites, blogs, wikis, recommendations sites, etc. Individuals are tied to one another with invisible bonds.

This forms crisscross mesh of connections similar to a bashing net (Scott 1988). Each individual receives some kind of resource from the other individual it is connected to.

These connections may originate between friends, family members, people whose life standards and interests are similar, people who are physically close to each other or strangers that can reach one another through internet (Labia et al. 2010). In order to understand behaviors of individuals, it is important to understand the dynamics of the network in which they belong.

Information diffusion among the individuals in a network is an important concept for marketers. In a group of people, individuals' attitudes and opinions on an issue change as they get influenced by other members (Fredkin 2003).

Organizational competencies such as innovation, flexibility, and responsiveness result from collective cognition or sensemaking. A sustainable competitive advantage derives from the firm's capacity to successfully assimilate, negotiate, and capitalize on complexities in its environment. Marketing performs a key role in an organization's sensemaking efforts through gathering, disseminating, interpreting, and storing activities that seek to understand and act upon the environment .

However, it is reasonable to say that formulation is more related to the design of marketing strategies and implementation to the execution (El-Ansary, 2006). At the broadest level, strategy formulation "refers to the activities that a business engages in for determining strategy content," and strategy implementation "refers to the actions initiated within the organization and in its relationships with external constituencies to realize the strategy

## **1.2 OBJECTIVES OF THE STUDY**

- To identify the strategy effectiveness in marketing of ERP
- To executive the role of strategy in marketing of ERP
- To analyses the factor determining in marketing of ERP

## **1.3 NEED FOR THE STUDY**

- The study identifies the challenges and various steps in Customer journey and it can be separately visual or geographical.
- It describes the various factors as the contact between customers and the organization.

## **II. REVIEW OF LITERATURE**

Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many of the most pressing current challenges identified by marketers and CMOs arise. We develop a new conceptualization of the domain and sub-domains of marketing strategy and use this lens to assess the current state of marketing strategy research by examining the papers in the six most influential marketing journals over the period 1999 through 2017. we develop a new research agenda that provides opportunities for researchers to develop new theory, establish clear relevance, and contribute to improving practice.

Milgard School of Business, University of Washington, Tacoma, 1900. In this study, organizational cognition is examined in terms of the firm's strategic complexity, which is its capacity to integrate multiple environmental dimensions during marketing strategy making. The results from a sample of wholesale distributors reveal four strategic groups that differ based upon their degree of strategic complexity. Results support the proposition that strategic complexity is an organizational capability that enables more effective strategy making and produces superior firm performance.

In this study, organizational learning theory addresses when and how international marketing strategy will change. Employing data from over 500 exporters, the results, which are consistent with theoretical predictions, indicate. The paper includes implications for academics and practitioners.

There is a strong rekindling of academic and practitioner interest in the marketing strategy making (MSM) process and its effect on firm performance. This model using data on more than 200 marketing mix-related decisions. The authors find that strategy creativity affects market performance and organizational learning directly and as a mediator variable

## **III. RESEARCH DESIGN AND METHODOLOGY**

The study is a descriptive one, descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or a group. The main aim behind the study was to Understand the customer experience in the various stages

### **Sampling method:**

Simple random sampling method.

### **Scaling:**

Scaling is the assignment of objects to numbers or semantics according to a rule.

### **Primary data collection:**

The primary data are those data which are being collected by the researcher for the first time. They are the information received directly from the respondents. In this study primary data was collected from the customers with help of Questionnaire and interview schedule.

### **Secondary data collection:**

Secondary data are those data which have been already collected by someone else.

Unpublished documents, internet, magazines serve as secondary data

### **Sample size**

Sample size for the research is 700 data which collected from the respondents.

**TOOLS FOR DATA COLLECTION:**

**Questionnaire.**

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	103.680 <sup>a</sup>	4	.000
Likelihood Ratio	104.970	4	.000
Linear-by-Linear Association	8.374	1	.004
N of Valid Cases	2855		

H0-There is no relationship between the Product improvement and Price sensitivity Crosstabulation

H1-There is relationship between the Product improvement and Price sensitivity Crosstabulation

From the above table the calculated Significance value is .000% which was below the significance of 0.05%. Hence impact of H1 is truly fit and it is acceptable

**ANOVA**

Product improvement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.704	2	.852	1.570	.209
Within Groups	378.130	697	.543		
Total	379.834	699			

H0-There is no relationship between the Product Improvement & Price Sensitivity

H1-There is relationship between the Product Improvement & Price Sensitivity

From the above table the calculated Significance value is .209% which was below the significance of 0.05%. Hence the HO is truly fit and it is acceptable.

**Correlations**

		Positioning	Market share
Positioning	Pearson Correlation	1	.306**
	Sig. (2-tailed)		.000
	N	700	700
Market share	Pearson Correlation	.306**	1
	Sig. (2-tailed)	.000	
	N	700	700

- H0-There is no relationship between the Positioning and Market Share.
- H1-There is relationship between the Positioning and Market Share.
- From the above table the calculated Significance value is .000% which was below the significance of 0.05%. Hence the H1 is truly fit and it is acceptable

**IV. FINDINGS**

- 46.7% of people agreed that Unidimensional strategy
- 47.3 % of people agreed that Strategy creativity
- Majority of Brand name and Product Price in the organization are agreed
- Majority of Product Modification and Product Improvement in the organization are agreed.

**V. SUGGESTIONS**

- It seems as if a new online platform is being introduced every few months, which means that your audience may not be getting their news and information in the same places they were just a short time ago
- Marketing is not one-size-fits-all. What works for one organization may turn out to be a complete flop for another.
- The best way to develop and execute a successful marketing plan is to align your marketing strategy with your business strategy.

## **VI. CONCLUSION**

The study concluded the “A Study on the effectiveness of ERP software Marketing strategy with reference to wins soft innovation private limited” here the main aim of study is to understand the customer emotions and to identify the remarkable touchpoints. Through this study we were able to gain a better understanding of how customers completely different activities and how they influence and perceive each touch point. In this study the major questions about the Customer thinking, feeling, and doing at each stage of the journey. This study helps the company in different ways when it comes to improving and optimizing the customer experience

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